



*Egyptian Journal of Linguistics and Translation*

**'EJLT'**

ISSN: 2314-6699

<https://ejlt.journals.ekb.eg/>

Volume 14, Issue 1

January 2025

Peer-reviewed Journal

Sohag University Publishing Center

## **The Power of Integrated Communication: A Case Study of Queen Rania, Oprah Winfrey, and Angela Merkel**

### **Abstract**

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The present article deals with integrated communication and observes how Queen Rania of Jordan, Oprah Winfrey, and Angela Merkel are representatives of the synergy between verbal and non-verbal communication in their respective fields of diplomacy, media, and politics. Each of these leaders demonstrates how the congruence of non-verbal signals-body language, facial expressions, tone, and gestures-with the message to be said multiplies the leader's impact in a way that enables him or her to establish trust, empathy, or even influence. Queen Rania introduces herself by using poise and cultural symbols to try and speak on behalf of humanitarian causes. Oprah Winfrey uses the path of emotional resonance through the telling of stories supported by authentic gestures and modulation of tone for a deep connection with her audience. Angela Merkel's subtle yet commanding non-verbal display with pragmatic and clear verbal interaction fastens her leadership in the world's political spectrum. The key moments of their public appearances are looked upon to develop the aforementioned idea in this paper as to how integrated communication develops great leadership, allows better public interaction, and aids in effective advocacy. It also explores the cultural and contextual shaping of the aforementioned styles of communication and provides certain takeaways for leaders in different spheres.

*Keywords:* Integrated communication, Queen Rania, Oprah Winfrey, Angela Merkel, verbal communication, non-verbal communication, leadership, diplomacy, the power of media, political communication, synergy in communication.



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### قوة التواصل المتكامل: دراسة حالة عن الملكة رانيا وأوبرا وينفري وأنجيلا ميركل المستخلص باللغة العربية

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باحث دكتوراه - تخصص  
لغويات - قسم اللغة  
الانجليزية - كلية الآداب -  
جامعة سوهاج  
المستشار السياسي /  
السفارة الأردنية في  
القاهرة. وزارة الخارجية  
الأردنية

يتناول هذا البحث موضوع التواصل المتكامل، ويدرس كيف تمثل الملكة رانيا العبد الله، وأوبرا وينفري، وأنجيلا ميركل نموذجًا للتكامل بين التواصل اللفظي وغير اللفظي في مجالاتهن المختلفة: الدبلوماسية، والإعلامية، والسياسية على التوالي. تُظهر كل واحدة من هؤلاء القيادات كيف أن التوافق بين الإشارات غير اللفظية -مثل لغة الجسد، وتعابير الوجه، ونبرة الصوت، والإيماءات- والرسالة المنطوقة، يعزز من تأثير القائد بطرق تمكنه من بناء الثقة والتعاطف والتأثير. فالملكة رانيا توظف الهدوء والرموز الثقافية لتكون صوتًا للقضايا الإنسانية، بينما تسير أوبرا وينفري في مسار يلامس العواطف عبر سرد القصص مدعومًا بإيماءات أصيلة وتعديلات في النبرة لتعميق الصلة بالجمهور. أما أنجيلا ميركل، فتعتمد على عرض غير مباشر ولكنه حازم مع تواصل لفظي تداولي وواضح يعزز من ثبات قيادتها على الساحة السياسية العالمية. يتم تناول لحظات رئيسية من ظهورهن العلني في هذا البحث لتطویر الفكرة المذكورة حول كيفية مساهمة التواصل المتكامل في بناء القيادة الفعّالة، وتحسين التفاعل مع الجمهور، ودعم التأييد المؤثر. كما يستعرض البحث العوامل الثقافية والسياقية التي تؤثر في أساليب التواصل المذكورة، ويقدم بعض الاستنتاجات المفيدة للقيادة في المجالات المختلفة.

*الكلمات الرئيسية:* التواصل المتكامل، الملكة رانيا، أوبرا وينفري، أنجيلا ميركل، التواصل اللفظي، التواصل غير اللفظي، القيادة، الدبلوماسية، تأثير الإعلام، التواصل السياسي، التكامل في التواصل.

## **The Power of Integrated Communication: A Case Study of Queen Rania, Oprah Winfrey, and Angela Merkel**

### **1. Introduction**

Integrated communication, understood here as an effective interplay of non-verbal and verbal pointers, is growingly becoming one of the most important sets of skills for leaders who wish to influence, connect with, and inspire their audiences. Non-verbal signs include gestures, facial expressions, body language, and tone, adding great volumes to what is spoken and thereby making the message more effective and memorable. Literature suggests that congruence between non-verbal and verbal communication is important in establishing credibility with audiences, as well as eliciting emotional contact with them.

This article illustrates integrated communication through the example of three influential world leaders: Queen Rania of Jordan, Oprah Winfrey, and Angela Merkel. Each one of these figures helps illustrate how synchronizing words with non-verbal signals amplifies their influence and authenticity as they effectively communicate across diverse sociopolitical landscapes. Queen Rania's empathetic style invites warmth through dignified poise, which underscores her advocacy of humanitarian causes and bridging cultural divides. Oprah Winfrey leverages emotional resonance through storytelling, facial expressions, and gestures, creating a profound impact in the media world and fostering a sense of intimacy with her audience (Haag, 1993a; Chunakhova et al., 2021). In contrast, Angela Merkel's restrained, deliberate non-verbal cues convey stability and pragmatism, reinforcing her leadership role and reliability in global politics (Sollmann & Mayer, 2021a; Kurbjuweit, 2011).

The literature underscores that leaders who master integrated communication are perceived as more relatable, trustworthy, and authentic. This alignment of words and non-verbal elements is especially important in female leadership, where studies show that women leaders often use nuanced non-verbal communication to reinforce authority and empathy

simultaneously (Universidades, 2023; Farzaliyeva, 2022). By examining the communication techniques of Queen Rania, Oprah Winfrey, and Angela Merkel, this article demonstrates the power of integrated communication to forge connections, enhance public trust, and assert leadership presence in both formal and informal settings.

## **2. The Purpose of the Study**

This research undertaking has to do with the how of integrated communication, specifically how the verbal and non-verbal cues in effective leadership interact. In light of this, the study shall focus on Queen Rania of Jordan, Oprah Winfrey, and Angela Merkel to explore how these leaders make use of both spoken language and physical expressions to increase their power of influence in various arenas: diplomacy, media, and politics. The research details how congruence between verbal and non-verbal elements engenders confidence, authenticity, and authority. This study qualitatively analyzes speeches, interviews, and public appearances to identify the central strategies of each leader and discusses how their unique communication styles create resonance across cultural contexts. This will also add to the literature on communication since it was able to demonstrate how integrated communications have allowed leaders to attain clarity, emotional contagion, and emphases that the spoken words alone could not. This is closed by emphasizing to the leaders the need for holistic communication wherein words and body language are correlated, and a leader can do more to inspire and unite his or her diverse constituency.

## **3. The Significance of the Study**

This study on integrated communication provides a valuable contribution to leadership and communication research by analyzing how verbal and non-verbal cues function in unison to enhance leaders' effectiveness across various contexts. By focusing on prominent figures such as Queen Rania of Jordan, Oprah Winfrey, and Angela Merkel, this research highlights the tangible impact of congruent messaging on audience perception, trust,

and influence. It underscores the importance of integrated communication strategies in reinforcing leaders' authenticity and authority, particularly in settings where empathy, stability, and emotional resonance are essential. Through examining the harmonious blend of words, tone, gestures, and body language, the study not only clarifies how these leaders successfully convey complex messages but also demonstrates the broader implications for cross-cultural communication. Ultimately, the findings provide practical insights for aspiring leaders in diplomacy, media, and politics, offering a model of effective communication that can bridge cultural gaps, strengthen audience connection, and inspire loyalty.

#### **4. Literature Review**

##### **4.1 Non-Verbal Communication**

Non-verbal communication is critically important in the way messages are perceived, often aiding or surpassing the impact of verbal communication. As Bowling explains, "Non-verbal cues reinforce or detract from the message one wants to transmit" (Bowling, 1976, p. 172). Research underlines that through such non-verbal means as body language and tone, joined by other gestures, audience impressions are set regarding the degree of authority, approachability, and genuineness of participants. Farzaliyeva (2022) underlines that the non-verbal cues of communication serve a significant function in building rapport and trust, forming part of a leader's perceived integrity and emotional intelligence. For example, body language can be open or closed, and the tone of the speaker can mean warmth, energy, or even power. Furthermore, Chunakhova et al. (2021) highlight the power of non-verbal communication in the media; for instance, how Oprah Winfrey succeeds in making her audience warm and involved through non-verbal signs like facial expressions and gestures. These often interact positively with verbal communication to reiterate the message and further create proximity with the audience.

Regarding leadership, new scholars make a point that non-verbal communication in

sending the right messages is not just supportive but vital. Brown, in 2018, discusses Queen Rania's exhibition of non-verbal cues in trying to converse with Rohingya refugee children; she suggests how the gestures and facial expressions of Queen Rania convey feelings of empathy and concern which perhaps no words were able to. Findings of such nature reveal how non-verbal elements enable leaders to project an image of approachability and affective grasp by falling in step with audiences on an emotional level.

#### **4.2 Communication Theories**

Various theories support how verbal and non-verbal cues come together in relaying effective communication. One foundational theory developed by Jones & LeBaron 2002, which helps in ascertaining how "noise" along the process of transmitting a message distorts such meaning, hence clarity is important in both non-verbal and verbal means of communication, is the Shannon-Weaver Model. This model would be especially used for the leader to ensure that what he intends to convey gets across to the audience. This may be so because of the potential mismatch between the verbal and non-verbal cues, which can introduce confusion or misunderstanding and hence diminish the intended impact. Jones & LeBaron, 2002.

Besides, Sollmann and Mayer 2021a say that non-verbal cues serve the purpose of message delivery with their additional context, especially in high-stakes political or diplomatic situations. In such cases, where verbal communication would remain stiff or highly regulated, non-verbal communication turns out to be a strong communicator of authenticity and transparency that, by the way, bolsters the perceived reliability of the message. By ensuring that their verbal and non-verbal signals are congruent, leaders minimize ambiguity and strengthen message effectiveness.

As for the theoretical framework of the article, it is discussed that the idea of integrated communication shows the strategic interplay of both verbal and non-verbal aspects

that give a coherent but emphatic message. Whereas words and ideas are provided by the verbal elements, the non-verbal attributes manifest themselves in the level of tone, gestures, facial expressions, and body language. This therefore leads to the message being united, coherent, and clear, where every element supplements another, therefore enhancing the clarity of the information and the credibility of what is being delivered. Integrated communication, therefore, goes beyond words; it fuses these with dramatic visual and auditory hints that enhance the effect, enabling a more meaningful exchange between the speaker and his audience.

It is here that when verbal and non-verbal signs of communication match, then persuasion has more influence on emotional stimulation. This synergy makes the audience perceive a coherent and credible signal; the concordance of content and expression usually echoes as a seal of authenticity. Through integrated communication, leaders may magnify the emotional power of their message to grasp the attention of audiences and build trust among them. This has worked in favor of Queen Rania, Oprah Winfrey, and Angela Merkel, among other world leaders, trying to synergize it to extend their influence and command over varied cultural and professional backgrounds. The aspect that characterizes them to effectively reach out and stay in the minds of target groups is leading them to harmonize their words with their body language.

### **5. Research Questions**

1. How do Queen Rania, Oprah Winfrey, and Angela Merkel utilize non-verbal cues to complement their verbal messages?
2. What specific integrated communication strategies do these leaders use to enhance their influence?
3. How does integrated communication impact the perception of leaders in different cultural and social contexts?

## **6. Methodology**

This qualitative case study research examines the integrated communication techniques that facilitate how leaders communicate their influence and connect with an audience, drawing on three globally recognized leaders: Queen Rania, Oprah Winfrey, and Angela Merkel. Through video footage of public situations where leaders interacted, transcripts of interviews, or interviews with the leaders themselves, the study analyzed specific patterns of verbal and non-verbal communication. This analysis now applies an integrated communication model framework, taking into consideration how the verbal content of each leader is supported by non-verbal components: tone, gestures, and facial expressions. Together, they comprise the entirety of their message, complete with audience perception and the establishment of credibility.

### **6.1 Data Collection**

Video footage and transcripts were obtained in order to cover public speeches and appearances of Queen Rania, Oprah Winfrey, and Angela Merkel. These materials have been priceless to the current research, thus this study received a complete picture of the way each particular leader communicated. By studying these materials, the present study found out how each of these leaders combined verbal and non-verbal signals to reinforce their messages. These integrated elements of communication may range from gesticulation, the play of features, tone of voice, and physical carriage. It is also important to understand how leaders influence their audience. Being able to observe these leaders in various contexts enables the research to underline both universal and context-specific communication techniques, hence underlining how their unique styles come to make them effective in conveying authority, empathy, and authenticity. It is with this data, therefore, that any correspondence between the rhetoric of these leaders and their presentation thus lays the groundwork for analysis, bringing depth in investigating how integrated communication could underpin the trust and interconnection in leadership.



## **6.2 Analysis Framework**

The analysis framework for this study leverages an integrated communication approach to explore how the selected leaders—Queen Rania, Oprah Winfrey, and Angela Merkel—use a synergy of verbal and non-verbal elements to reinforce their messages. Verbal messages alone, while powerful, often lack the full emotional impact and authenticity achieved when aligned with non-verbal cues like tone, gestures, and facial expressions. This framework allows for a nuanced examination of how each leader's body language, voice modulation, and facial expressions bolster their spoken words, adding layers of emotional appeal, clarity, and authority. By analyzing these leaders' use of integrated communication, the study illustrates how congruence between verbal and non-verbal signals enhances their ability to connect with diverse audiences and establish a credible, influential presence across different social and cultural settings. Through this lens, the study investigates not only what these leaders say but how they communicate in a way that amplifies trust and impact.

## **7. Case Studies and Analysis**

### **7.1 Queen Rania of Jordan**

Queen Rania of Jordan remains one of the most striking examples of integrated verbal and non-verbal communication, which solidifies her advocacy on humanitarian issues, including education, refugees, and women's empowerment. She has a poised, empathetic manner that allows her to reach a diversified audience culturally, which adds further credence to her as an advocate across the globe. With one well-chosen word, the tone of voice being calm and serene, with gestures of the hand, and well-chosen clothes that balance modernity with respect for her more traditional culture, she conveys dignity, compassion, and accessibility underlining messages.

A typical example was her speech at the 2015 Social Good Summit in New York where she talked about the refugee crisis. Queen Rania used simple, inclusive language to say, "We are in this together," in a way that drives across a message of shared global

responsibility. Her calm, firm tone underscored the gravity of the issue without overwhelming the audience, which included government officials, activists, and members of the public. Her attire-somberly cut suit in neutral colors solidified this determination for professionalism and compassion in the conveyed tone when she was trying to drive home how immediate the need for cohesion and backing of refugees is. Her down-to-earth demeanor illustrated exactly how non-verbal communication factors, such as tone and wardrobe choice, can support what a speaker is saying by setting the tone for what should be a credible, empathetic persona. Brown says,

Another great example of her compassion would be during her 2017 interview with CNN, where she voiced her concern for education. Queen Rania was open and inviting: she leaned forward, frequently into the eyes of the interviewer, and used subtle hand expressions when trying to make a point. The physical expressiveness complemented her message on the transformative power of education, and therefore all her points felt more personal and heartfelt. She said, "Education is the shield against the forces of extremism," a harsh catchphrase, whose impression was softened by her smiling face and soft tone. These options emphatically underlined her commitment to the cause and made her activism accessible and sincere to both domestic and foreign audiences alike.

Another strong example is her 2019 speech to the International Conference on Women's Empowerment in Amman. Queen Rania spoke about the concerns of women in the Middle East, who barely enjoy equal opportunities. She was clad in a light-colored formal and modest dress, reflecting cultural sensitivity and professionalism to show respect toward traditional values in support of progress. Her tone was firm but respectful, balancing the proportionate amount of assertiveness with empathy as she declared, "Women's voices are the backbone of any society that hopes to be resilient and progressive." Controlled and unobtrusive in her gesticulation, a warm smile accented her words without intrusion,

reinforcing a message underpinned with unified strength.

These examples give meaning to how Queen Rania's non-verbal behavior works together with her spoken words to amplify her advocacy. The consistent use of controlled gestures, the gentleness of tone, and much contemplation in the choice of attire created this powerful presence that reverberated across diverse audiences, building trust and dissolving cultural barriers. Queen Rania's communication style puts into good perspective how integrated verbal and non-verbal cues work in leadership and has placed her as a globally respected advocate for change and humanitarian values. (Bowling 1976; Brown 2018; Chunakhova et al. 2021).

## **7.2 Oprah Winfrey**

Oprah Winfrey is intensely emotive in her mode of communication. She uses effective storytelling, gestures, and voice modulation to bring a high level of arousal among her audiences. This allows them to connect deeper with her and be more open toward whatever she shares, making an aura around her personality and reputation. Winfrey's method of reaching the audiences through emotion and feelings rather than through information has set trends in media and public speaking. Here are examples taken from her interviews and speeches that will give insight into her commanding communication techniques.

SuperSoul Sunday Interview with Elizabeth Gilbert, 2015: This interview by Winfrey is one where the media mogul sits down with author Elizabeth Gilbert to discuss the struggles in life and the journey to self-discovery. When Winfrey is candid about her experiences and invites Gilbert to share hers, it brings out emotional responses from her guests and audience through empathetic listening and thoughtful pauses. Her voice modulation-from soft reflective tones to emphatic encouragement-further deepens the intimacy and may make any viewer feel personally connected to the conversation.

Golden Globes Acceptance Speech, 2018: This acceptance speech by Winfrey for the

Cecil B. DeMille Award is the epitome of her prowess as a narrator. She tells them how she, as a child, used to watch Sidney Poitier receive an Oscar and then makes a smooth transition from personal to collective, as bigger issues are involved: racial injustice, and gender inequality. Her voice rises and falls for hope and resilience, while hand gestures and steady eye contact amplify the words. The telling of a personal story combined with the call to action riveted the audience and galvanized extensive media coverage.

Oprah's 2008 Stanford University Commencement Speech: Winfrey immediately rests her commencement speech at Stanford on the frank discussion of the failures in her career and what she learned therefrom. Innate candor makes her message relatable and motivating. She incorporates light humor, playful facial expressions, and broad, inclusive gestures to create an uplifting atmosphere while leading the audience through a reflective journey into resilience and optimism.

The Oprah Winfrey Show interview with Michael Jackson: This high-profile interview represents her talent for putting guests at ease, sometimes during very uncomfortable situations. She uses soft, probing questions and controls her tone of voice skillfully to make the subjects feel understood and judged. Her body language is open and receptive, urging Jackson to speak candidly. This is the only interview watched by millions in which her capacity to engage audiences through both verbal and non-verbal cues added depth to the content.

These examples show that emotional resonance in communication for Winfrey is not just about the words she uses, but how those words are combined with gestures, voice modulation, and real empathy to make a powerful impact. According to such scholars as Haag (1993a) and Nurfazrina (2017), communication for Winropy reveals that emotional appeal and authenticity are critical components in connecting to diverse audiences and establishing credibility within the media.

### 7.3. Angela Merkel

Angela Merkel's headscarf, which has become her hallmark in Germany, can be interpreted as a sign of her low-profile but down-to-earth communication. The type of leadership this style conveys is pragmatism, reliability, and stability. Well-controlled mimicry and a constant unruffled tone of voice, subdued but commanding gestures - this was how Merkel could make stability seem plausible and thereby win public trust, particularly at turning points of her political career (Kurbjuweit 2011a; Mayer 2021). Merkel's communicator style, without falling into hysterical outbreaks, allowed her to project herself as rational and of measured decisions, not impulsive ones, which is quite appealing to both German and foreign audiences.

For example, in 2015, Merkel addressed the European migrant crisis; Merkel spoke calmly with controlled gesticulation to outline empathy and determination as she famously said: "Wir schaffen das" ("We can manage this"). Her restrained use of hand gestures and steady gaze conveyed confidence and compassion. In addressing public fears of the crisis, her pledge to humanitarian values was underlined in her address. Her phrasing and delivery were measured and conveyed a determination unmatched by the magnitude of the challenge, while in combination creating trust and support in the public for her approach.

Another apt case that best describes Merkel's style of communication is her farewell address to the CDU in December 2018. In this case, Merkel chose a humble and thankful tone in front of the delegates as she resorted to simple gestures and a soft tone of voice. Merkel's body language was restrained, as was her speech. This typified her pragmatic approach to politics-a no-nonsense leader who never indulged in the typical dramatic flair common in most farewell speeches. Of course, this was plain and straightforward, reinforcing her image as a leader who underlined substance against showmanship-a hallmark throughout her career.

Conversely, Merkel's communication style during the height of the COVID-19 pandemic brought out once again her ability to make people feel stable and trusted. Speaking

in an address broadcast on German television on March 18, 2020, Merkel spoke with measured words, an unhurried pace, and underlined the gravity of the situation. At the same time, she wanted to reassure the people that everything was under government control. Her blunt delivery, underscored by an aggressive amount of eye contact and steady tone, evidenced the gravity of the crisis without engendering panic. She spoke in measures, talking directly to citizens about cooperation and resilience; she made citizens feel united and collectively responsible.

These examples illustrate that the basis of Merkel's communication strategy is represented by her steady non-verbal behavior and reserved tone of delivery, by means of which she manages to establish an effective relationship with her audience, able to build trust without resorting to emotive appeal. Merkel's style denotes her preoccupation with reliability and stability, which are critical elements in building up the public's trust, especially in times of crisis.

### **8. Expanded Discussion**

The cases of Queen Rania, Oprah Winfrey, and Angela Merkel also point out how integrated communication works in diverse cultural and social backgrounds. Leaders combine non-verbal means, mimicry, posture, and eyes with verbal messages to increase clarity and emotional involvement with their audiences. It is at this congruence between the non-verbal and verbal elements that their effect gets to be heightened through establishing authenticity and, hence, a means of conveying trustworthiness for the views aimed at establishing authority in wide leadership domains. Indeed, such congruence in non-verbal and verbal communication establishes authenticity and, as such, may be used to convey trustworthiness to establish authority in a wide range of leadership domains.

Her gestures and posture further Queen Rania's advocacy and help her to connect with her audiences, evoking empathy and solidarity especially in humanitarian contexts, as Brown

(2018) posits. By marrying the said with the unsaid, she may address more complicated ideas with emotional resonances and make those messages much more accessible and striking.

Oprah Winfrey's way of telling stories is incomparable with any other as she makes it very emotional with gestures and modulation of tone, thus bringing audiences closer to the subject matter and thereby allowing empathy, which is seldom possible in mass communication. In addition, Farzaliyeva (2022) affirms that such non-verbal communication becomes all the more convincing in political and media spheres when leaders like Winfrey resort to body expressions and tone to stress what is being articulated and, consequently leaving what has been said with a strong and long-lasting effect. Winfrey uses various body language, such as maintaining eye contact or using gestures to underline the key messages, which helps her connect emotionally with the audience; thus, her messages do not stop at the surface level but go deeper.

Similarly, Angela Merkel's pragmatism is not just intoned but often intimated by a rather steady and composed non-verbal gesture that earned her a reputation for steady, reliable leadership as well. Merkel's non-verbal gestures, with measured gestures and facial expressions, match her careful talk about verbal communication quite well, thus rendering her approachable yet firm. This integration of verbal and non-verbal communication has been important to her leadership style, especially in times of crisis, where the alignment of message and demeanor convey confidence and control of situations (Haag, 1993a).

The effectiveness of this integrated communication in these cases suggests that the alignment of verbal and non-verbal cues carries much more punch than the simple processing of a message; it multiplies the influence and credibility of the leader instead. As Chunakhova et al. point out, body language can be the nexus in global leadership with which to bridge cultural divides, even while there are universally understandable emotions and intentions-being confident, empathetic, and open. The same Merkel's reserved body language often

speaks for her pragmatic style; Winfrey's open gestures correspond to a more emotive and expressive style that appeals to the media. On the other hand, Queen Rania uses non-verbal communication: her compassionate expressions and her body language underscore her message most of all for human rights and social justice.

These leaders show us that integrated communication tailored according to their respective needs transcends cultural barriers and speaks universally. Wahyuni (2018) has remarked, "Non-verbal cues in a cross-cultural communication context provide relevant cues for an audience to measure the authenticity and intent of the sender. All verbal and non-verbal signals integrated, of course, imply that the message becomes felt rather than just heard, making the audience connect with it on a much deeper level. Mastering integrated communication, Queen Rania, Oprah Winfrey, and Angela Merkel successfully demonstrate how this approach can help foster deeper audience connections, underscore message clarity, and reinforce the emotional appeal approach which reinforces not only their immediate influence but builds lasting trust and credibility.

## **9. Conclusion**

This study emphasizes that integrated communications form an integral part of effective leadership, in which the key lies in integrating verbal messages with non-verbal cues. A leader who can achieve this integration can realize positive growth in authenticity, emotional contagion of an audience, and clarity and impact of the messages expressed. Queen Rania, Oprah Winfrey, and Angela Merkel are examples of how leaders have used both their verbal and non-verbal communication to garner trust, loyalty, and even authority. They use body language, tone of voice, and facial expressions in addition to spoken words to connect to their followers on a deeper emotional level and, therefore, relate much better. This dynamic is central in modern leadership, as it enables them to become more authentic and articulate in speaking to inspire people and lead them. This work relies on works such as Bowling (1976), Brown (2018), and Kurbjuweit (2011) among many other literature works that indicate this combination of verbal and non-verbal communication as a basic tool in the communicative segment of leadership.



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